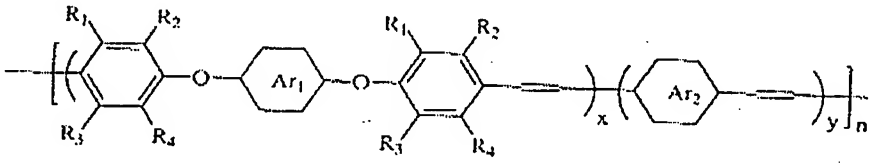
CLAIM AMENDMENTS

Claims 1 to 6 (Canceled).

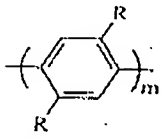
7. (New) An energy-transfer type light-emitting polymer based on poly(p-phenylene vinyl)s, which has the structural unit as represented by the following formula (1):



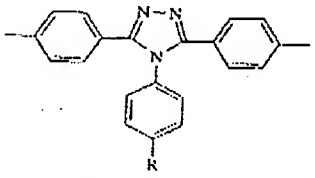
Formula (1)

wherein R_1, R_2, R_3, and R_4 each independently is hydrogen, alkyl, alkoxy, optionally substituted phenyl or naphthyl; x and y each is the content of the luminous element, satisfying $0<x<1$, $0<y<1$, $x+y=1$; and $n=1$-200;

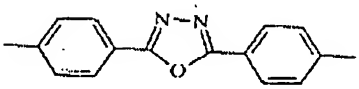
Ar_1 being one or two luminous structural elements selected from a group consisting of formula (2), formula (12), and formula (13), wherein R, is hydrogen, alkyl, alkoxy, optionally substituted phenyl or naphthyl; $m=1$-10;



Formula (2)

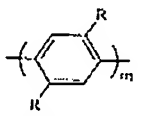


Formula (12)

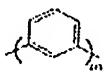


Formula (13)

Ar_2 being one or two luminous structural elements selected from a group consisting of formula (30) and formula (33), wherein R each independently is hydrogen, alkyl, alkoxy, optionally substituted phenyl or naphthyl; $m=1$-10;

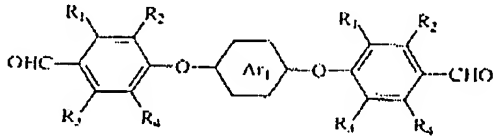


Formula (30)



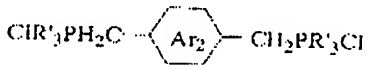
Formula (33)

8. (New) A process for preparing the energy-transfer type poly(p-phenylene vinyl) polymeric luminescent material according to claim 1, comprising the step of copolymerizing at least one Ar_1-containing aromatic dialdehyde monomer represented by general formula (7) and at least one Ar_2-containg aromatic diphosphinium monomer represented by general formula (8) at an equal molar amount,



Formula (45)

wherein R_1, R_2, R_3 and R_4 each independently is hydrogen, alkyl, alkoxy, optionally substituted phenyl or naphthyl; Ar_1 is defined as in above formula (1);



Formula (46)

wherein Ar_2 is defined as in above formula (1); R' is butyl or phenyl.